



ORDER

Flight Dates **08/18/12-08/21/12**

Contract / Revision **308298 /** **David Schweikert for Congress 201**

Original Date / Revision Agency Com 15%

08/17/12 08/21/12 Billing Contact

Advertiser **Schweikert / Republican / Co**
3299 K Street NW - Suite 200
Washington, DC 20007

Agency **Strategic Media Services**

Buying Contact
3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-3

Advertiser Ref

Primary Account Executive
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	17	\$6,821.25	\$8,025.00	0.00	07/30/12	08/21/12	17	\$6,821.25	\$8,025.00
Totals	17	\$6,821.25	\$8,025.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	KNXV	08/20/12	08/21/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	11-----			2		\$225.00		0.00				
N 2	KNXV	08/20/12	08/20/12	M-F 7-9am M-F 7-9am	CM	7am-9am	1-----	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	1-----			1		\$225.00		0.00				
N 3	KNXV	08/21/12	08/21/12		CM	10am-11am	-1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00



KNXV

Print Date: 08/21/12

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Contract / Revision **308298** Flight Dates **08/18/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/21/12

Order Sep 00:20:00

Advertiser **Schweikert / Republican / C** Product **David Schweikert for Congr** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10am-11am The View											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 1 - - - - -		1				\$450.00		0.00			
N 4	KNXV	08/20/12	08/20/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1 - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1 - - - - -		1				\$450.00		0.00			
N 5	KNXV	08/21/12	08/21/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- 1 - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 1 - - - - -		1				\$450.00		0.00			
N 6	KNXV	08/20/12	08/20/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1 - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1 - - - - -		1				\$450.00		0.00			
N 7	KNXV	08/21/12	08/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	- 1 - - - - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Rate Reduced from \$750 due to LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	- 1 - - - - -		1				\$700.00		0.00			
N 8	KNXV	08/20/12	08/20/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1 - - - - -	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	1 - - - - -		1				\$850.00		0.00			
N 9	KNXV	08/18/12	08/18/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	- - - - - S-	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S-		1				\$150.00		0.00			
N 10	KNXV	08/18/12	08/18/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	- - - - - S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S-		1				\$250.00		0.00			
N 11	KNXV	08/18/12	08/18/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	- - - - - S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S-		1				\$450.00		0.00			
N 12	KNXV	08/19/12	08/19/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	- - - - - S		1				\$850.00		0.00			
N 13	KNXV	08/20/12	08/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MT - - - - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
				Rate Reduced from \$750 due to LUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	MT - - - - -		1				\$700.00		0.00			
N 14	KNXV	08/20/12	08/20/12	M-F 10am-11am The View	CM	10am-11am	M - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	M - - - - -		1				\$450.00		0.00			
N 15	KNXV	08/20/12	08/20/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M - - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00



KNXV

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**KNXV-TV
PHOENIX**Contract / Revision **308298** Flight Dates **08/18/12-08/21/12**Hiatus DatesOriginal Date / Revision 08/17/12/ 08/21/12Order Sep 00:20:00Advertiser **Schweikert / Republican / C** Product **David Schweikert for Congr** Estimate #

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 15	KNXV	08/20/12	08/20/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M- - - - -	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1			\$450.00		0.00				
N 16	KNXV	08/20/12	08/20/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M- - - - -	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00	
		Rate Reduced from \$750 due to LUR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	M- - - - -			1			\$700.00		0.00				
														Totals	17	\$8,025.00

*Tax 1 Note: Tax 0.5%.

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